EU Smart Specialization Platform

Thematic Area Industry 4.0

Platform on Digitalisation and Safety for Tourism

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Industrial modernization - Tourism 4.0

Big Data, Artificial Intelligence with smart systems, AR & VR, mobile systems, Blockchain, Crypto Currencies, Internet of Things...
Why we've set up the partnership?

• **Vision:** Tourism is leading innovative service industry in EU

• **To increase the investments in the area of tourism industry through interregional and cross-sectoral collaboration**
  • Digitalisation and safety - global megatrends
  • Boost innovations, productivity and product quality
Who are we?

- Consortium supported by NECSTouR, Network of European Regions for a Sustainable and Competitive Tourism
State of play

• Three thematic areas for investment projects
  • Data Management / Access to data
  • Green Mobility, Accessibility and Connectivity
  • Resilience, new phenomena/climate change, risk and crisis management (safety)

• Scoping note finalized and now reaching out the industry + investment project ideas
Lessons learnt

- Digitalization and safety are key issues in Tourism 4.0 of Tomorrow
- Big investments in Europe’s tourism are hard to achieve, but not impossible
- SMEs in our regions are hesitant to go international
  - Language barriers
  - Low research base & orientation
  - Financial support barriers
  - Intellectual property rights (IPR) issues